

CAMPUSNEWS

FIRST ISSUE | 2015



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Dear Students, partners, friends and staff of IUBH School of Business and Management,

A couple of weeks ago we congratulated 130 of our students on the successful completion of their studies at IUBH. We celebrated the spring graduation 2015 in the Beethoven Hall, Bonn (read more on p. 27). From there our alumni left their student life behind to start their careers as many others did before and I can say that we are anew proud of them. My true believe is, IUBH provides a perfect learning environment for our students – both in Bachelor and Master programmes – to gain a head start in their professional lives. This also becomes clear while reading the new issue of our Campus News. While we are striving to continuously excel the expectations of our students and partners, it is amazing to see and read more about the experiences our students make during their time at IUBH. No matter whether these are professional, cultural or personal!

Just to mention some of my favorite stories in the Campus News: Learn more about the lowest place on earth and the particularities when planning an internship in Jordan – Hospitality Management Student Ole Sharpen shares his impressions with us (p. 22). In addition, Joyce Assad, student of International Aviation Management, explains why an internship ideally complements a study programme (p. 22).

Practical experience is a crucial element of all our study programmes at IUBH – thus we are proud to share examples of student projects such as the VIR Project course with a focus on developing electronic marketplaces (p. 15) or the ITB Berlin Student Tours organised by IUBH Event Management students for students from all over the world (p. 11). Furthermore, I am happy to introduce you to a new cooperation partner in the IUBH network. The global car rental company Enterprise rent-a-car ™ has signed a business cooperation contract with us. Already in the past, some IUBH alumni have started their careers with Enterprise – on page 18 you will find an interesting interview with HR Managers from Enterprise.

And last but not least I would like to thank the Guardian Angels – their goal is to make the first days for our freshers as smooth and entertaining as possible. Again a job well done, especially during the introduction week in spring 2015 and still keeping the IUBH spirit high! #iubhgoforit

I hope you enjoy reading the Campus News as much as I do. Keep on demonstrating what IUBH stands for: an outstanding campus life, internationality and innovation!

IUBH – a place to let stories begin!

P.S. Mark your calendar for the IUBH Summer Games (see p. 9)!

Prof. Dr. Peter Thuy
Rector IUBH



WHAT HAPPENED, WHAT'S NEW?

BECOME A HOTEL DIRECTOR IN A FLASH!

How do you become a manager? How important is networking? And which blunders should one avoid along the career path? Steigenberger Hotel AG executives discussed these and similar questions with students at the Steigenberger Academy in Bad Reichenhall.

For the third time the Steigenberger Hotel Group and the Steigenberger Academy hosted an exclusive fireside chat. The opportunity to talk with directors and managers from the various Steigenberger houses supports pupils and students in consolidating their career paths and



shows them the fascinating and wide variety of career opportunities in the hospitality industry.

A Dialogue with Roberto Rojas (Head of Group Human Resources), Peter Martin (General Manager Steigenberger Inselhotel Konstanz) und Rene Dreier (Director InterCityHotel Vienna) served as the kick-off event for the following Career Day. Here the Steigenberger Academy demonstrated its first class reputation in the industry with 24 high-ranking representatives from hotel, gastronomy and tourism.

A network of traditional businesses, international stakeholders and innovative newcomers makes it interesting and exciting for pupils and students to visit booths, attend lectures and make contacts for an internship, dual studies or career start. ■

DELVEO - IUBH DEVELOPS NEXT GENERATION SKILL MANAGEMENT SUITE

Philipp Höllermann, IUBH Corporate Programmes

Finding the right candidate for the right position, identifying employee potentials, developing important employee skills and retaining top performers in a company are some of the most important issues of present-day human resource management.

Skill management is a central pillar of personnel work that encompasses defining the roles, tasks and skills that a company requires, generating transparency about human resources and staffing needs and ensuring that knowledge and skills are developed and transferred.

The Skill Management Suite "DELVEO" developed by the International University of Applied Sciences Bad Honnef · Bonn (IUBH) offers companies an intuitively

usable and easy-to-implement solution to measuring, analysing and developing skills. DELVEO integrates central functions of modern skill management and makes it possible, for example, to:

- Identify the skills that are necessary for the company's existing roles, functions and projects;
- Generate transparency about the company's existing skills;
- Provide educational measures in the form of online courses, blended learning programmes and classroom seminars to address skill deficits;
- Improve the quality of staff recruitment by using well-founded methods of competence analysis and personality assessment;
- Enable improved strategic decision-

making by using the benchmarking process to compare one's own employee skill profile with the skill profiles of competitive companies;

- Increase customer and employee satisfaction through targeted development of relevant skills, as well as
- Improve business results of the company through more efficient and successful employees.

DELVEO is a fully web-based solution that can be implemented with minimal amount of time and maintenance effort. It has an elegant and easy-to-understand user interface and can be intuitively used by human resource managers, supervisors and employees. As of February 2015, the IUBH started-up a

large scale beta test of the Skill Management Suite under which users can create their own personality and skill profiles free of charge. The goal of the testing phase is to validate the Suite's underlying competence model and obtain reference data for various roles and

functions. Subsequently, the Suite will predominately operate in the B2B environment and be one of the core products of IUBH Corporate Programmes.

Further information about DELVEO will be available under www.delveo.de. ■



GUARDIAN ANGELS AND THE SPIRIT OF IUBH

Maximilian Götzl, Student of International Management



The idea behind being an IUBH Guardian Angel is about connecting with others. We plan and carry out the introduction week programme for all first semester students. The goal is to make the first days on campus as smooth and entertaining as possible so that "freshers" can adjust to their new environment and make new friends. The Angels are open minded, respectful, friendly to others and communicate the spirit of our university to new arrivals. We are attentive to our appearance and keep in mind that we represent the university in an official capacity.

During the introduction week there are

different kinds of lectures and events. It is coordinated in cooperation with the Student Common Room (SCR) and IUBH. The first day consists of a general introduction to the campus, the degree programmes and some team-building exercises. In the evening there is an official welcome to the university and the town of Bad Honnef. The rest of the days have a similar structure and the content further deepens knowledge about the campus, Bad Honnef and the particular fields of study. Entertainment also never comes too short and every evening is filled with fun activities. It is the special task of the Guardian Angels to explain campus infrastructure to

all new students and to point out who the most important people are and how to get in contact with them. The focus of the last day is "Society Day" when all sport and hobby groups present themselves. But the job of a Guardian Angel doesn't stop after the introduction week; we also help to organize events during the semester and are always open to suggestions and questions from everyone. So if this caught your attention and you're interested in being a Guardian Angel next semester, contact jan.zwiefelhofer@iubh.de.

All the best,
Your Guardian Angel Team ■

SEMESTER START AT IUBH SCHOOL OF BUSINESS AND MANAGEMENT

160 students from around the world begin studies at the campus in Bad Honnef



At the beginning of March around 160 students started their studies at IUBH School of Business and Management. They began bachelor degree programmes in Hospitality, Tourism, International Management, Event and Aviation Management, as well as a master degree programme in International

Management and an MBA programme.

Once again students from around the world have come to study at IUBH. IUBH is equally pleased to see its continued popularity with its network of renowned partner universities. Just as the IUBH sends students overseas for 6-12 months

each semester, partner universities sent 20 students, from America to Hong Kong, to Bad Honnef this semester. The Aviation Management degree programme proved to be especially popular this summer, with 8 exchange students from Helsinki enrolled for the semester. ■

NEW STAFF MEMBER: TIM KALTENBORN

We welcome Tim Kaltenborn back to campus, and this time as a team member!



Since December 2014 Tim has been working as Deputy Head of Study Advisory Services & Marketing. Prior to taking up this position Tim was University Relations Manager DACH at Universum Communications where he focused on university branding, talent management and student employability.

In 2005 Tim was a fresher at IUBH, studying International Hospitality and Tourism Management (B.A.). After graduation he held several project manager positions in the area of hospitality and event catering before coming back to Bad Honnef to get his master degree in International Man-

agement (M.A.) and shift his professional focus to the area of market and consumer research. After completing his master's Tim conducted his own academic research, mainly in the area of customer preference measurement and management, worked as a marketing research lecturer and published a book on conjoint measurement.

Besides his family connections in the region, the multicultural environment at IUBH and the opportunity to support young talent in their professional development especially inspired Tim to join the Study Advisory & Marketing team in Bad Honnef. Welcome back! ■



ON MY BOOKSHELF

David Roberts M.A., B.A. Dunelm, Community Advisor & Coordinator Business Communication

What book are you currently reading?

I've just finished reading *Life after Life* by Kate Atkinson, one of the most original and innovative works of fiction of the last 10 years, definitely on the same level as Audrey Niffenegger's *The Time Traveler's Wife*. It explores the concept of how both seemingly small and insignificant actions, as well as major global events, can have dramatic impact on our lives and happiness. Ultimately, it's a commentary on the choices we make and what actually makes our lives fulfilling and worthwhile. Now I plan to re-read *The Game of Thrones* series – a bit of blood, violence and soft porn is also a great read!

What motivated you to read this book?

I've always enjoyed Kate Atkinson's novels – she writes with a clear and crisp style and is able to master a variety of genres. But I also love reading – holding a good book in your hands and immersing yourself in a story is a wonderful thing, and something most people don't find enough time to do. Books allow you access to feelings, perspectives and adventure – ranging from historical to fantastical - that you could never encounter in a 100 lifetimes of first-hand experience. I think it's important to escape from everyday reality and so I often have 2-3 books on the go at any one time.

What is your all-time favourite book?

That's a really difficult question. How do you define favourite? – is it the quality of the storytelling, the stylistic sophistication, the importance of the message it contains, or even just how it makes you feel? I'll have to follow the precedent of

Willy Legrand and name my all time favourite author. In the main I think that women write the best novels as they are more perceptive than men and have a greater understanding of the human condition. Writers such as Anne Tyler, Kate Atkinson, Donna Tartt and Margaret Atwood are masters of modern fiction. However, my favourite author, or perhaps I should say the best writer I have read, is Cormac McCarthy. His novels, like *The Road*, *No country for Old Men*, *All the Pretty Horses*, *Sutree*, are simply brutal, dark and can leave you feeling depressed and hopeless for days. They're absorbing if uneasy reading and once you finish them you know that you will never ever pick them up again because the images and strength of the narrative will be etched into your psyche forever – absolutely brilliant!

And I also have to mention another work that recently gate-crashed my best books list. It's called *Stoner* by John Williams – a sad and simple tale that everyone must read.

If you were to write a book what would it be about?

At home, I have countless beginnings, middles and ends of various books that I've attempted to write over the years. I find that how you write is often influenced by what you are reading at the time, so if I ever manage to put things together, it will probably end up being a multitude of dichotomies. But when you write, you often find that there is almost always a strong autobiographical element, whether in your characterisation or the plot of the story. Writing is an even more personal experience than reading – a fact that makes Cormac McCarthy's novels even more disturbing.

What book do you consider to be an essential read for your students?

Any book you enjoy! If we had such a thing as an essential book, we'd have very small libraries. It's reading that's essential, not the books. Having said that, *Sophie's World* by Jostein Gaarder is, I feel, an important book for everyone to read. A basic understanding of the different schools of philosophy is essential in understanding why our society has developed the way it has, and why our civilisation has developed the values that permeate all aspects of human endeavour, business included. Unfortunately, the term "philosophy" is regarded, by many, as an abstract and intangible concept with little or no practical value. *Sophie's World* is a great introduction into how philosophy shapes who we are.

What is your favourite children's book?

In the English speaking world we have been incredibly lucky in having a great tradition of children's literature over the last 200 years, and it's great to see this tradition being carried on today by the likes of Philip Pullman (*His Dark Materials*) and Suzanne Collins (*The Hunger Games Trilogy*). But my favourite children's book of all time is *The Once and Future King* written by T.H. White during the 1930s and 40s. It is a glorious retelling of the legend of King Arthur, and the first part is the magically innocent *The Sword in the Stone*, which many of you may know from the Disney movie. But the story of King Arthur is ultimately a tragedy of betrayal and failure, of a good man mistaking justice for doing what's right and T.H. White doesn't try to protect his readers when enlightening them to the fact that the world is not a very fair place. ■

GALA DINNER AT IUBH BAD REICHENHALL: A CULINARY SLEIGH RIDE THROUGH FRANCE

With a culinary sleigh ride through France, 1st and 3rd semester International Hospitality and Tourism Management students put staff members of IUBH Online Studies into the Christmas mood.

True to the Gala Dinner's motto the students lavished their guests with a five course menu which they lovingly prepared themselves and complemented with selected French wines. The Gala Dinner started with mussels in a French white wine stock and was followed by a sweet

chestnut cappuccino topped with truffle foam. As a refresher before the main course, a cassis sorbet in a bed of sparkling wine was served. For the main course veal, beef tenderloin and duck breast were served with potato gratin and ratatouille in a Beaufort sauce. The menu was completed with (how could it be otherwise) the classic crepes Suzette dessert served with homemade vanilla ice cream.

The students also took care of the entertainment: The two talented singers and

guitar players Bettina Estermeier and Vanessa Meyerosch carried the evening with beloved Christmas classics like "Santa Baby" and John Lennon's "Happy Xmas (war is over)", in which even the guests were invited to sing along (a task that was of course mastered perfectly by everyone).

Festive anticipation of Christmas was in the air and the feast was a great success. Une soirée magnifique, which both the guests and the organizing students enjoyed!! ■



Career Services hosts a number of events every semester and we will continue to do so this spring/summer semester as well. In addition to organizing our own on and off campus events, we provide information about additional career events our students might be interested in. We want to encourage our students and graduates to build their own network by using ours.

Furthermore, our events should help students find internships and job placements as well as give them the chance to get to know many different aspects of the industries, job options and possible future areas of work. Being active and taking part in such events during the study period will definitely help improve one's idea of the many opportunities our job market offers. This semester we had Marion Holding on campus, a recruiter from Sandals Resorts, the leading chain in the Caribbean. Our long-time partner Sandals welcomes a few IUBH interns every semester. Also, representatives from Qatar Airways, Doha, travelled far to visit IUBH and look for qualified young academics.

They have very positive experiences with IUBH alumni and we are very proud to have them here with us twice in SS 2015. In addition to the events you can find in our overview - remember all dates can also be found on CARE- , we will also be offering our Career Kick Off event again. Last semester students were invited to round table talks in small groups with HR Managers of their industries to ask any questions

they have concerning applications, career paths and opportunities and so on. We believe this is a very good option to prepare for finding a suitable job especially as one cannot have enough information in this field! In addition, workshops are offered in regards to salary negotiation, self-analysis as an applicant, application document workshops and interview trainings.

We are always happy when lots of students take advantage of the opportunities we offer! ■

20.03.2015
Sandals Resorts International
Recruiting Event for Internships

25.04.2015
Qatar Airways Cargo (Doha)
Recruiting Event for Jobs

11.05.2015
Qatar Airways
(Frankfurt)
Guest Lecture & Case Study

19.05.2015
Next Stop Job
Students meet employers
from the region

20.05.2015
Sixt Management
Trainee Program:
Get Started as a Sixt Leader

11./12.06.2015
Career Kick-Off on Campus
for last semester students

11./12.11.2015
Career Days on Campus Bad Honnef



IUBH SUMMER GAMES 2015
Competition in the Shadow of the Dragon

This June for the first time, at an extraordinary sports tournament under the motto "Competition in the Shadow of the Dragon", you have the chance to strengthen "IUBH Spirit", show where you belong and experience an unforgettable week-end together. Show what you've got at human kicker, an adventurous bike rally and the airy heights of bossaball.

Up to 10 teams from all institutions can participate (including faculty and alumni) with a maximum of 8 players.

Be there when it's on the IUBH campus in Bad Honnef: #iubhsummergames2015 #iubhgoforit! ■



Human-Kicker



Bossaball



EXTRA CURRICULUM AVIATION MANAGEMENT



The Extra Curriculum takes place during the first semester and is chance for first-hand insights from business insiders and field trips to relevant businesses.

The programme consists of:

- Workshops and conferences on different subjects, on and off campus
- Guest lectures from experts in the aviation industry
- Field trips to industry-specific companies like airlines or airports

The Extra Curriculum is an industry orientation tool for first semester students and provides a first look into the world of aviation. By the end of their first semester aviation students have a good idea of how the industry is structured and what types of companies and work opportunities await them - such as for example the Cologne Airport, which welcomes IUBH students on a regular basis. ■



ITB BERLIN STUDENT TOURS

Marie Maternus, Beate Lenzen



For the students by the students

Last October, 5th semester Event Management students designed and planned Students on Tour at ITB 2015. In cooperation with ITB Berlin, the concept was developed to give students visiting the ITB 2015 during the three professional visitor days the opportunity to inform themselves about the tourism industry and have direct contact with various exhibitors.

During these tours the respective groups visited the various booths of participating exhibitors. Each exhibitor had the opportunity to make a presentation about themselves as a company and potential employer to the students in about 10 minutes.

The Students on Tour at TB 2015 was launched not only to give students a general overview of the trade fair but also to give them targeted support during their first trade fair visit and show them the many benefits and opportunities of ITB Berlin. ■



POLYU GLOBAL STUDENT CHALLENGE HONG KONG

Dominik Flatten, Torben Kock and David Klein



The PolyU Global Student Challenge is an innovation and entrepreneurship oriented competition for students from around the globe. Hosted by the Hong Kong Polytechnic University, 30 teams from universities in 17 countries and all kinds of study fields are competing to turn their business ideas into reality.

We are honoured and excited to represent IUBH in Hong Kong. This is for all our fellow students who make up the great community that enabled us to seize this opportunity. For us, this is a confirmation that everything is possible. We are grateful for the unique opportunities and trust we received from Philip Sloan and all our supporters. We also want to thank Peter Goffe and everyone who helped us along the way. One university, one spirit!

We developed a business concept combin-

ing the efficiency of system catering with the slim organisation of a food discounter. Based on trust and a passion for food and home cooking, we called it Aunty Emma's. Aunty Emma's introduces an innovative and convenient approach to fast and

healthy DIY cooking for time and budget sensitive consumers.

The finals will take place in Hong Kong in June – keep your fingers crossed for the IUBH team! ■



PROFESSOR LEGRAND INVITED TO LECTURE AT CORNELL UNIVERSITY, SCHOOL OF HOTEL ADMINISTRATION



IUBH Hospitality Management Professor Willy Legrand held guest lectures in March at Cornell University School of Hotel Administration. Invited by Cornell Professor Jeanne Varney, Professor Legrand

presented European best practices in mitigation of environmental impacts of hotels, in particular in regards to cutting edge innovations in energy management such as the implementation of passive

housing techniques in hotels. Cornell students were particularly interested in finding out the extent to which the private European hospitality sector fared in terms of sustainability initiatives compared to hotel chains. The IUBH School of Business and Management is the first German university and one of only six universities around the world to have a guest student cooperation programme in hotel management with Cornell University.

On Friday March 27th, Professor Legrand participated at the Cornell Sustainability Roundtable. Organised by the Center for Hospitality Research, representatives from major hotel brands and other travel industry leaders are invited to the Cornell University campus to discuss the latest issues in sustainability.

Together with colleague Philip Sloan and Professor Joseph S. Chen from Indiana University, Professor Legrand is currently authoring the third edition of his university textbook titled „Sustainability in the Hospitality Industry: Principles of Sustainable Operations“ set for release in 2016. ■

IUBH LECTURER JOINS EDITORIAL TEAM OF JOURNAL OF TRANSPORT ECONOMICS



Dr. rer. pol. Christos Evangelinos, who was newly appointed as an IUBH lecturer in October 2014, has joined the editorial team of Journal of Transport Economics (Zeitschrift für Verkehrs-wissenschaft [ZfV]), a journal that is in its 89th year of publication. Dr. Evangelinos shall perform his tasks in collaboration with colleagues from the Technical University Berlin and the Technical University Dresden. The journal publishes articles about traditional economic issues that illuminate micro- and macro-economic correlations with transportation, as well as articles about transport planning, logistics and transport operation management when they are methodologically clearly linked to economics. The journal is one of the organs in which the scientific advisory board of the Federal Ministry of Transports pub-

lishes its reports. Since 2013, the Journal of Transport Economics is peer-reviewed. The editorial team of the journal is supported by an advisory board of renowned economists, including for example Prof. Kay Axhausen (ETH Zürich), Prof. Johannes Bröcker (University Kiel), Prof. Werner Rothengatter (KIT Karlsruhe), Dr. Heike Link (German Institute of Economic Research).

Concurrently, Dr. Evangelinos has joined the organising committee for the “Conference of Transport Economics and Policy”. On an annual basis, this relatively new conference offers an exchange platform for German-speaking transport economists. One focus of the conference is an open forum in which submitted papers that have been selected by a review board

are presented. In addition, there are sessions with invited speakers addressing special and current topics. This year’s anticipated topics of focus are the federal transportation master plan, long-distance public transport systems (rail and coach buses) and the sharing economy and new mobility options. ■



INNOVATION + ENTREPRENEURSHIP CLASS ON FIELD TRIP TO ALUMINIUM NORF

Prof. Dr. Carl B. Welker

Last year on December 11th as part of the Innovation + Entrepreneurship Master’s course, Professor Welker took his team of 7 MIM students on a field trip to Aluminium Norf GmbH on a personal invitation from the company’s management. Aluminium Norf GmbH – in short Alunorf – is the world’s largest casting and rolling plant and is located in Neuss near Düsseldorf. The company is a joint venture of Hydro Aluminium (Norsk Hydro, Norway), and Novelis, an Aditya Birla company (India). Since 1965 Alunorf has recycled aluminium, melted it, formed it into bars and then rolled it to create aluminium coils. The end

products of these coils include cans for soft drinks and beer. Due to health, safety & environmental regulations, but primarily safety issues, only a small group of 8 was permitted to enter the impressive plant and watch the processes of melting, pressing and handling of materials that reach temperatures of up to 700 degrees. After the tour the team was invited to the company’s Employee Casino, a top notch canteen, for a nice lunch break before returning to Bad Honnef. The excursion was an excellent opportunity to get first-hand insights about technology management and high tech. We look forward to another field trip! ■



PROFESSOR CARL WELKER HOLDS KEYNOTE SPEECH AT 4TH ASIA MANUFACTURING SUPPLY CHAIN SUMMIT



Rapid innovation was the theme of the 4th Asia Manufacturing Supply Chain Summit

held in Mumbai, Maharashtra, India in February. This trade fair and congress is a meeting place for those responsible for production management, logistics, procurement and supply chain management from industrial companies and IT and logistics service providers on the subcontinent.

Professor Welker’s research and consulting in the area of digital shift, innovation and business development, and his membership on the advisory board of the European Manufacturing Strategies Summit were strong reasons for his invitation

to give the keynote speech this year. His presentation before some 250 delegates focused on Industry 4.0, a much discussed and current topic. In India, Germany is not only perceived as the top industrial nation, but the Industry 4.0 theme is also a central future topic for the summit as well as for India as an industrial location.

Professor Welker teaches in the Department of Business Administration and Economics at the Bad Honnef campus. His main focus is innovation management and digital operations management. ■

CONNECTING WITH TOURISM INDUSTRY REPRESENTATIVES

Janka Kensik, Market Research Manager



A current study on behalf of fww that looked at students’ and young professionals’ evaluation of employers in the tourism industry revealed that DER Touristik, umbrella brand of REWE Group, is the best employer in terms of meeting job demands. At the career day fair on the IUBH campus in Bad Honnef, tourism students gravitated to the DER Touristik stand and enjoyed presentations by Christiane Radu,

a manager of human resource development at DER Touristik in Cologne. There was also a lot of student traffic around the Verband Internet Reisevertrieb e.V. (VIR) stand, with whom we have had a positive partnership for student research projects and guest lectures since 2010. Martin Meux, manager at VIR and IUBH Alumnus, provided detailed information about the association’s functions and goals, ca-

reer opportunities and internships in the online travel sector. VIR is committed to security on the internet, trust, transparency, and quality standards. Among its members are eight of the leading online travel portals in Germany: ebookers.de, expedia.de, hrs.de, holidaycheck.de, lastminute.de, ltur.de, travelchannel.de and weg.de. They jointly generate a turnover of more than three billion euros. ■



IUBH AND VIR PROJECT COURSE: DEVELOPMENT OF AN ELECTRONIC MARKETPLACE

Franziska Bernholz, Tobias Kaiser & Lisa Huber



Project courses are an integral part of the IUBH degree programme. As students of International Tourism Management at IUBH in Bad Reichenhall, the project course Development of an Electronic Marketplace awaited us in the 3rd semester. This course is done in cooperation with the Internet Travel Marketing Association (Verband Internet Reisevertrieb, also known as VIR). The first meeting with VIR was held at the campus in Bad Reichenhall and was devoted to developing an idea. Based on an analysis of our common interests we agreed to focus on music and travel for our project.

In the next step VIR invited us to be their guests in Munich. This was a unique opportunity to meet various partner companies of VIR. Companies such as Ray Sono, weg.de, FTI Touristik, Wilde&Partner reported about their work and experience in the tourism industry. VIR is particularly

dedicated to cooperating with students, as Michael Buller, Director of VIR, confirmed, "In order to stay innovative as an industry we need young talent who bring new ideas to the business. That is why VIR is committed to inspiring young people for the online tourism sector and giving them support. We work very successfully with IUBH to reach this common goal."

In regards to our own electronic marketplace, we followed up by filtering out the information most relevant to our project. With each additional conversation and input of new information, interconnections gained clarity and our project approach expanded. The last phase of the project was geared to making a presentation to potential investors. This was one of the greatest challenges: How do you convince a potential investor of your start-up idea in only ten minutes? The final result of our work was our presentation of "trav-

el2music – connect to music – connect your lifestyle", an online platform for buying tickets and planning travel for music-loving people.

Throughout this fabulous process we were privileged to meet a lot of interesting people and businesses. The challenge of the project was a great learning experience. In conclusion, we would like to point out that this project work in cooperation with VIR was not only a valuable experience, but also especially helpful for our professional future. Michael Buller, Director of VIR, confirmed this positive summary of the students: "The project course, Development of an Electronic Marketplace, gave IUBH students in Bad Reichenhall the opportunity to get to know the industry in new ways. Companies could also present themselves to young talent and see the wealth of the students' inventiveness." ■



VERBAND
INTERNET
REISEVERTRIEB

WHAT DOES ... ACTUALLY DO?

This time:

Georg Ummenhofer · Chancellor
International University of Applied Sciences Bad Honnef · Bonn (IUBH)

Georg Ummenhofer developed the first Tourism Management and Hotel Management curricula for the newly founded International University of Applied Science Bad Honnef · Bonn in 1998. In August 2000, when the IUBH launched its academic programmes, he moved from Freiburg to Bad Honnef to take up the position of Director of Undergraduate Studies. In June 2008, Georg Ummenhofer was appointed Chancellor of the University.



What do you acutally do at IUBH?

I am a pioneer of the university and in 1998 I was already involved with administrative matters, long before the study programmes even started. I can therefore say that I have been working at IUBH the longest. During the founding phase (we started with 24 students) I was pretty much an all-rounder and responsible for study advisory services, admissions, organisation of study programmes, the examination system and supervision of internships. In June 2008 I was appointed as Chancellor of the university and am thereby responsible for management and organization of study programmes.

What are the biggest challenges in your job?

The biggest challenge is to find a balance between “service” on the one hand, and “compliance with IUBH rules and regulations” on the other hand. Students sometimes have diverse needs and concerns which unfortunately cannot always be brought into line with the regulations set by the Ministry. For students it can of course be difficult to understand why we have to follow the rules so strictly. It is then my task to talk to the students personally and make the reasons for our actions transparent.

What do you enjoy the most?

I enjoy having contact with the diversity of our young German and international students. Whenever someone comes to me with a seemingly unsolvable problem and later leaves my office smiling contentedly, that gives me a great feeling. I also get great joy out of working together with wonderful colleagues in the administration and faculty. I am convinced that we have a super team here at IUBH.



IUBH NETWORK

PIONEERS START DUAL STUDIES WITH IHK TRAINING PROGRAMME AT IUBH

The first twelve students of a new dual study model programme -“IHK-training with accompanying business degree”- were welcomed in November at the International University Bad Honnef-Bonn (IUBH) campus in Bad Honnef. The pioneers were welcomed by representatives of the university, IHK Bonn/Rhine-Sieg (Chamber of Commerce and Industry) and companies providing apprenticeships. IHK Director Jürgen Hindenberg pointed praise to the good cooperation between the IHK, the university and the vocational school, without which the project would not have been realised: “With this pioneering model of the future we are able to generate and retain managers in the region. The participants don’t have to make a choice; rather, they can combine training and university studies and start right away”. The initiative was also rated positively by faculty. The “flipped classroom model”, which does not require the traditional teacher-up-front style of instruction, provides a lot of project and group-ori-

ented work under the guidance of faculty and thus allows students to benefit from the different experiences of their fellow students.

The study programme model combines modern independent online learning components with attendance for one day each at the university campus and the vocational school, as well as an apprenticeship at a company. After successful completion of the study programme students will receive a Bachelor of Arts in Business Administration (BWL), and their 2 ½ year apprenticeship culminates in a degree from the Chamber of Commerce and Industry (IHK). The study programme is currently limited to training professionals for the hotel and restaurant industry in the Bonn/Rhine-Sieg area, but will expand to other sectors in the future. As a representative of a company providing apprenticeships Kent Hahne of Apeiron GmbH welcomed the new students, the majority of whom will be doing their training in the field of gastronomy.

After the opening speeches and a shared lunch, the new students familiarised themselves with the campus and library and were introduced to campus and study regulations. As summarized by freshman Tim Sodoge, 22 years old and trainee at Wirtshaus Hennef: “Today was a super start! You could tell that everybody truly cares about this study programme model. I think we will have to work hard but I am convinced that it’s worth it and I’m really looking forward to it!”. ■



INTERVIEW

Enterprise rent-a-car

At the beginning of 2015, a new business cooperation contract was signed between IUBH and the global car rental company Enterprise rent-a-car. In the past, some IUBH alumni have already found a career start at Enterprise. We would like to use this chance to talk with Ms. Becker, Talent Acquisition Specialist, and Ms. Mühe, Group HR Manager, about this cooperation and learn more about the opportunities Enterprise offers.

Ms. Becker, Ms. Mühe, maybe you could start by introducing yourselves to our readers and a short description of what you do.

Alexandra Becker: As Talent Acquisition Specialist I deal with the entire management of job applications, higher education marketing, active sourcing and employer branding for the southern region of North Rhine-Westphalia.

Aline Mühe: As Group HR Manager I am head of the human resource department in North Rhine-Westphalia and am responsible for the strategic planning of human resource policy. My tasks include communicating corporate philosophy and objectives, personnel planning, recruitment, personnel marketing, personnel management and human resource development.

What do you expect from the cooperation with IUBH and what can IUBH students and alumni expect from the cooperation?

University marketing is now an indispensable part of our personnel marketing. First and foremost, we try to draw students' attention to us as a company and convince them that we are an attractive employer. Intensive contact and exchanges on campus play a major role in this. In recent years we have participated in numerous events and these contacts with students have already led to employing several of them throughout Germany. For us, a cooperation contract with IUBH

is a logical consequence. We anticipate an even more intensive exchange and increased visibility of the career opportunities we offer. We would also be delighted, of course, to have lots of applications for our management trainee programme and our internships.

Which and how many entry level positions have you filled in this way?

We provide entry opportunities through our management trainee programme and internship placements in operative management at branch locations. Open positions at Enterprise are almost always filled internally, and this promote from within culture is the case worldwide – regardless of whether it is an executive position in operational management or different administrative positions (personnel, key account, purchasing, sales, accounting etc.). Throughout the year we hire, depending on need, between 150-200 trainees in Germany.

And why should a student apply for a position at Enterprise? What makes working at Enterprise so attractive?

We have an open corporate culture where team work plays an important role and, despite intensive work, fun is a key component. This also creates the friendly and relaxed work atmosphere, for which we have already received numerous awards. In addition to the great atmosphere, we offer excellent training and professional development opportunities that really allow you to pursue a management career on the fast track. From the start working at Enterprise is characterised by a high level of decision-making competence and early management responsibilities. Everyone has their performance in their own hands in terms of how fast they want to drive their career forward. Enterprise also offers an attractive package of additional benefits such as a company car, retirement provisions, events etc.

What is your recruiting process? Which qualities should a young professional/graduate person bring? What is of particular importance to you?

Before starting a career at Enterprise there is a selection process that consists of five separate steps: An online application, an interview on the telephone, a personal interview with a recruiter in the respective region, a visit to a branch office and to an assessment centre.

There are no fixed criteria that an Enterprise employee has to fulfil. But there are some qualities to which we attach great importance for our management trainees. To be successful at Enterprise one should have the ability to combine entrepreneurship with the empathy and attentiveness that is necessary to understand and meet the needs of each customer. If one is motivated to recognise and address the needs of customers and able to bring new and creative approaches for developing new business segments (sales talent), you can have a stellar career at Enterprise. We are also looking for people who radiate a positive attitude and enthusiasm and have a yes-can-do mentality. At Enterprise we are convinced that ambition and vision are far more important than academic subjects. That doesn't mean that no specialised knowledge is required for our management trainee positions. But what especially counts for us is general attitude: If you have a university degree and clear goals and are ready to put these goals into practice with efficiency and commitment, then we are the right company for you.

Do you have a message you would like to pass on to our students?

Take care of your life and your career!

Thank you for the interview and best wishes for continued success at Enterprise! ■



NEW COOPERATION IN THE FIELD OF IUBH ONLINE STUDIES

In the future, athletes can better combine an athletic career and academic degree

The International University Bad Honnef · Bonn (IUBH) and the Olympic Centre Rhineland-Palatinate / Saarland (OSP) have agreed to collaborate in the field of online studies. In the future, both partners will work together closely to provide academic and professional training programmes for athletes. Dr. Sebastian Brückner, Career Advisor at OSP, and Prof. Dr. Peter Thuy, Rector of IUBH, signed the agreement on the IUBH campus in Bad Honnef.

Online studies enable students to combine athletic and professional career

Olympians like the national badminton player Marc Zwiebler fly nearly 100,000 kilometres in a year and travel for weeks at a time around the world. It is almost impossible to pursue an on-campus degree programme, even for the most motivated high performance athlete.

The cooperation with IUBH allows OSP

athletes to pursue their sporting career and an academic degree at the same time – completely in the spirit of a dual career as explicitly supported by the German Olympic Sports Confederation. Through online tutorials, vodcasts and podcasts, as well as a flexible examination model with monthly options to take examinations worldwide, athletes have an optimal opportunity to combine a degree programme with athletic training. The degree programme adapts to the students: athletes choose between seven bachelor degree programmes and two master degree programmes with different time models. This is particularly attractive for athletes who are very busy and have to travel a lot.

“Our athletes are excited about the conditions at IUBH. The structure, content and availability of materials are very persuasive. Especially the high quality and worldwide accessibility of the digitalised study materials as well as the flexible examination schedule is a huge plus,” said Dr. Sebastian Brückner.

Prof. Dr. Peter Thuy is pleased with the new cooperation: “The cooperation with

the Olympic Training Centre is a big step for IUBH – especially because we have managed to meet the specific needs of young athletes.”

Marc Zwiebler: two-time Olympic competitor and IUBH Online Studies student

“At first I tried to do an on-campus degree programme. That didn't work out because I was usually abroad during exam periods. I also often didn't have access to study materials because I could rarely attend lectures and didn't establish contacts with fellow classmates who could pass the materials on to me,” explained Marc Zwiebler, two-time Olympic competitor. “Now, with IUBH Online Studies I feel closer to the university than when I did during my on-campus study programme. The study materials are all available for download. I always have my iPad with me, which has enough capacity for all the study material. This is handy because I can't take all my notes and books with me when I travel. I use my laptop for writing assignments, which I synchronise with my iPad. Without my digital assistants studying would not be feasible for me at the moment.” ■



IUBH STUDENTS & ALUMNI

WHEN A TEAM BECOMES FAMILY AND PROJECTS BECOME A PASSION

Anna-Bella Sassmann

Tuesday, 8:30 pm: ...the only light still burning is the one on my desk. I had to skip my yoga class today. My desk looks like it was hit by a bomb: printed floor plans, sample invitation cards, and lots of potato chip crumbs. Just want to finish up one last email to the client summarising latest results of consultations with service providers, and then I'm setting off for home.

Wednesday, 9:30 am: In my inbox feedback from the client pops up. Once again, the long working hours paid off. Nothing now stands in the way of the upcoming event and a punctual end to our workday today.

...Sometimes it is pure madness at an event agency - in any case it is never boring! When I finished my degree in event management at the beginning of 2013 and decided to start my career at an event agency it was already clear to me that I was taking the pathway that is right for me. The opportunities for professional development are endless, I learn from great colleagues and grow with new challenges every day. The projects at BBDO Live are great and it's fun to develop marketing events for so many different industries and to then implement the events nationally and internationally.

2014 was an especially successful year for BBDO Live. As a trainee in Berlin I was primarily involved with organising and implementing roadshows for our client smart. With our creative concepts we were able to win over the masses for our product. In almost 60 cities throughout Germany we engaged promotional teams and action stands for test driving, for example, the smart electric drive. And the "smart DJ" project even received special honours. For this we won the golden FAMAB-Award in the category "Best Consumer Event" and I was allowed to receive the award on stage with our general manager Andreas Christophe.

2015 also got off to a promising start. Since taking on my new position as Junior Account Manager with the team in



Düsseldorf, the focus of my work is more internationally oriented. The FTTH Conference in February in Warsaw, for example, with 3,000 international delegates, was a noteworthy milestone. My responsibilities included catering, external personnel management and branding.

BBDO Live, which sees itself as the Event Department of the BBDO Group Germany is primarily focused on creating compelling and innovative concepts for its customers and then implementing them in the best possible way. Divided into the areas of project management and creation, as project managers we daily coordinate external service providers from areas like trade fair construction, technology, catering and logistics. We prepare operational plans and event sched-

ules and act as the interface between customer and service provider. On a daily basis I can use the knowledge and skills I acquired during my studies at IUBH to my advantage.

Two years have already passed since I started working for this agency. During this time I had the privilege of becoming a part of a unique team, which makes it a joy to go to work every day, even during stressful phases. The team became family for me and the projects became my passion.

Thursday, 6:30 pm: ...Like every Thursday the agency's bar is open today. It's great that Becks in one of BBDO's customers and that we can look forward to upcoming pitches and events together! ■



EASTWOOD Bar & Restaurant



Stefano Hein, former IUBH student of International Management, and owner of the "Heinbar", is now opening his second establishment in Bad Honnef. Located in Linzerstr. 1B where the popular "Scheinbar" used to be, he will soon present his restaurant "Eastwood". The concept - American fine-dining - shows why Bad Honnef is a good place to have a Surf'n'Turf, and how best-quality meat and fish, fresh vegetables and truffle fries complement each other. Table cloths and sil-

verware are superfluous for the Eastwood, its cozy and chic interior, its sun-terrace and its outstanding dishes are welcoming everyone seeking a unique dining experience, or simply a refreshing drink on the terrace. Serving breakfast, lunch, and dinner there will always be a time to enjoy delicate food in good company at Eastwood.

Last preparations are in process. Stefano Hein and his team are happy to welcome you soon! ■



HANDS ON EXPERIENCE AT MENZIES AVIATION IN CANCUN, MEXICO

by Joyce Assad, student of International Aviation Management

Right from the start, my internship at Menzies Aviation, a global provider of ground handling services, has been a great hands-on learning experience. And it all began with a warm welcome when I landed in Cancun and my boss even picked me up at the airport and showed me around the city. I am living in an apartment in the centre of the city, a location with easy access to shopping, restaurants, transportation etc.

The first two weeks were more or less an orientation phase. On my very first day I was taken to the main office, introduced to the staff, given a uniform and



laptop and issued an ID card. I then had opportunities to familiarise myself with the systems and regulations. In Cancun, Menzies has an administration office outside the airport and 2 offices inside the airport ramp. Before working with the staff at the airport I took a safety and security training course to learn about the rules of the ramp.

Every other week I am given a different task, or assignment, so that I have a chance to observe different operations. My main project involves staff planning and scheduling, which at first one might think has nothing to do with aviation. But later on one discovers that in order to reach the top, you have to scratch the roots!!! To solve a problem, for example, I had to investigate different issues, and the more I investigated, the more I learnt about how things actually worked and where the source of the problem was.

While working on this project, I was also asked to observe several flight operations. We serve different airliners, with different devices and different demands. If customers have complaints, it goes directly to my boss, who is the VP of Menzies in Cancun. He then directs different teams or individuals to address

the problem. He even took me with him a few times to meet customers and hear their concerns. At times my task is just to observe and take minutes, comparing performance in terms of “how it should be” with “how it is really is”!

I have to admit; when I started my degree programme I didn’t understand why an internship was so important and why we have a whole semester set aside for it!!! But now I see that this is the BEST thing that has happened so far in my studies! It is funny how at university students often say they want to be a CEO or a manager, but one should never forget that it’s only by submerging your hands in the mud, that you can build a house! In this internship, getting to know the nitty-gritty details has made all the difference. Although I was never asked to load baggage or clean an airplane, I have tried out everything I can!

On the one hand, this earned me the trust and respect of ramp agents, my colleagues and my managers. On the other hand, it enables me to write informed reports and direct activities because I now really understand what it is like to be on the front line. For example, I might scold cleaners for causing a flight delay because they did not finish their work inside a plane on time. But when I spent time with them, and helped them, I could understand where the problem was, and could understand the actual timing and equipment we need to meet the different demands of every fleet.

Aviation now makes a lot more sense to me.... more than words in a book, or a power point presentation. Thank you for this privilege. ■



Two months later I took a direct flight from Frankfurt to Amman to start a six month long internship at Kempinski Hotel Ishtar as a F&B Management Trainee. The hotel is located directly on the shores of the Dead Sea and has its own private beach. With 345 rooms, 7 pools and 9 restaurants and bars it is not only the largest hotel in the area but also one of Kempinski’s showpieces.

I lived about 10 minutes away from the hotel in special employee accommodations. The staff house featured a pool and a small supermarket, as well as a gym. On some days there were even brief periods of internet access in the room to call one’s loved ones at home. After a few days I even resigned myself to the wild cats in the hallways. But one thing I could never get used to was the food. Due to the fact that we were about 45 minutes away from the nearest town we basically had no choice other than to eat at the hotel, even on our days off. The local dishes and methods of preparation are incredibly interesting and tasty, but unfortunately not tolerated by every European stomach. For anyone planning to stay in Jordan for a longer period of time, I would recommend bringing some food provisions, just in case.

The somewhat difficult living conditions and major cultural differences were for me, however, an additional motivation to successfully complete the great challenge of this internship.

From the very first day onward I was given major responsibility. Throughout the entire six months I served as Assistant Manager in various restaurants. I also worked on several projects with the General Manager. I confronted situations that were hugely different to what I was used to in Germany, even in the organisation and preparation of daily operations. When preparing the schedule plan, for example, I was required to ensure that every local waiter and waitress was given sufficient time to pray. It



was such realities that made my stay so interesting and challenging.

After initial difficulties, I settled in and succeeded in becoming a worthy member of the F&B team. I not only learned how to lead a department, but also a lot about an honourable and very proud culture that I respect highly to this day. During my days off I also spent time with my colleagues and could learn a lot and adjust well: This country also offers a variety of tourist attractions. In addition to the City of Petra, which is one of the Seven Wonders of the World, there are many historical places and buildings in Jordan. My most exciting excursion was to the baptismal site of Jesus. A few of my colleagues took me in their car to a special location on the Jordan River. From there we walked another 20 minutes until we came to a small river bed. According to the bible, and many scientists, this was the place where Jesus was baptised. My



colleagues pointed out that bathing one’s feet in the Jordan River at this very spot brings good luck.

I am very glad that I set out to do my internship in a country with such a different culture. My experiences enabled me to take a major step forward. Despite the change in lifestyle, a six day work week and long work days, I would recommend collecting work experience in a Middle Eastern country to anyone. ■



INTERNSHIP AT THE LOWEST PLACE ON EARTH

Ole Scharpen, Student of Hospitality Management

“Would you like to work at the lowest place on earth?” – That is the question Mr. Mariette asked me at the Kempinski Career Day in Munich. At the time he was still the General Manager of Kempin-

ski Hotel Wuxi, but he explained to me that by the time my internship started he would have already been transferred to Jordan as General Manager of Kempinski Hotel Ishtar by the Dead Sea. He ex-

plained to me that the Dead Sea is about 400 metres below sea level, making it the lowest place on earth, and that this feature is only one of the many challenging and exciting secrets of this destination.

IUBH AT ITB 2015

ITB Berlin, the world's leading travel trade show, is a great place to network for the tourism, travel and hospitality community. For several years now IUBH is represented with a stand in the training and employment in tourism hall along other universities and schools with a tourism and hospitality focus. The five day trade show allows for business to business contacts with trade visitors and cooperation partners as well as contacts with the general public on visitor days. IUBH Alumni have a fixed date in their calendars - on Thursday evening IUBH invites its Alumni to the stand for drinks, snacks, meeting old friends and making new ones, sharing their experiences, networking and chatting with their former professors. So, once you've graduated – mark your calendar! ■



IUBH BOWLING CUP

Organised by the Student Common Room (SCR) of IUBH School of Business and Management 12 teams entered the competition for the best bowling team of the campus in Bad Honnef. As special guests, the cheerleaders from Siegburg Saints (coached by an IUBH student) urged the teams to give their best. The winners were awarded with the SCR bowling trophy at the after party. A great success, great fun! ■



NEW TABLE TENNIS SOCIETY

Since the beginning of April the IUBH Campus Bad Honnef hosts a new table tennis society. Anish Kumar, Master International Management student from India founded the society and Event Management student Montserrat Badia Grifoll from Spain is in charge. The society is very international with active members from Bahrain, Israel, Morocco, Nigeria, Hong Kong, Germany and other countries.



Training times are every Tuesday, Thursday and Friday from 6 pm to 9 pm in the Mensa. To join one doesn't have to be a 'PRO', everyone who is interested in playing OR watching is welcome. Check out the table tennis society (#IUBH-TABLE TENNIS) on facebook ■

IUBH CELEBRATES

IUBH SPRING GRADUATION IN BONN'S BEETHOVEN HALL

125 students successfully completed their studies at the International University of Applied Sciences Bad Honnef · Bonn this past winter semester. Close to 100 graduates attended the graduation ceremony in the Beethoven Hall in Bonn. They were congratulated by Prorektor Prof. Dr. Karsten Leibold, who also addressed the graduates in a speech. The focus lay, next to the presentation of the diplomas, on the keynote speech, held by Dr. Steven Goss-Turner, Head of Operations, School of Sport and Service Management, at the University of Brighton - a long time standing partner university of IUBH.

As a traditional part of the ceremony, the "IUBH Best Thesis Award" was conferred. Each semester this award, sponsored by the Patrons Association of the International University of Applied Sciences Bad Honnef-Bonn, honours outstanding work. Cathleen Mary Centeno Rubiano, graduate Master International Management, was given the award for her thesis

entitled: "Causality between Economic Growth and Capital Markets". Ms. Centeno Rubiano was rewarded with a € 250,00 book voucher, which was presented by Ulrich W. Jünger, Head of Convention Bureau Tourismus & Congress GmbH Bonn/Rhein-Sieg/ Ahrweiler.

Svenja Janorschke, a Graduate of International Hospitality Management, was honoured for the best academic achievement overall. On behalf of the Patrons Association Eric Hügel, Carlson Rezidor Hotel Group, presented her with a hotel voucher from design hotels AG. ■





THE HYATT STUDENT PRIZE

Bianca Breucker

The Hyatt Student Prize is a prestigious international award for master students organised by Hyatt Hotels & Resorts. 20 international universities specialising in Hospitality Management were selected to join the competition. This year I had the honour of representing IUBH, the only German university. All selected students had to fill out a questionnaire and create a three minute video about themselves and hospitality – a challenging, but fun task. I was among the best ten students who were invited to the finals at the Park Hyatt Paris-Vendome. The event was organised very professionally, including a welcome package in the room and styling for the evening gala. For me personally it was a great experience to make a presentation in front of seven jury members who hold leading positions in different industries, and a good opportunity to practice public speaking.

The president of the jury was Carlo D'Asaro Biondo, President of Operations South & Eastern Europe, Middle East & Africa for Google. During the day we had contact



with Hyatt employees and jury members, and the atmosphere among the ten finalists was a true highlight. Although it was

a stressful competitive situation, we had a lot fun. At the moment we are planning our next get together somewhere in Europe. ■



HONORARY PROFESSORSHIP AWARDED TO DR. MARTIN ROLL

With the official approval of the Ministry of Innovation, Science and Research of North Rhine-Westphalia (MIWF), IUBH issued lecturer Dr. Martin Roll to bear the title Honorary Professor.

The certificate was handed over by IUBH Rector Prof. Dr. Peter Thuy during a ceremony on Campus Bad Honnef. Since April 2009 Prof. Dr. Roll has been teaching airport management in the Department of Aviation Management at the campus in

Bad Honnef. His primary occupation is as Managing Director and Chairman of the Management Board of AHS Aviation Handling Services GmbH in Hamburg. Prof. Dr. Ulrich Desel, Department Head of Aviation Management, said: "We are very pleased that the longstanding good cooperation is now also recognised and honoured with the honorary professorship. Through his practical experience and professionalism Professor Dr. Roll makes important contributions to the ex-



cellent education of our aviation management students." ■

YOUNG GUNS HOSPITALITY STUDENT AWARD

Norman Bechler



The IUBH student of Hospitality Management Norman Bechler was invited to the finals of the CHME Young Guns Hospitality Student Award 2015, which took place in London, UK, on the 11th of March 2015. In order to be invited for the finals, Norman

sent his CV accompanied by a completed lengthy questionnaire with questions about e.g. where he sees himself in 5 years, his strengths and weaknesses, his educational and professional achievements, and his motivation to win the award. Besides the written part, he was required to submit a 1.30 minute long video in which he had to sell himself to the jury. He was accepted as one of the 8 finalists and was flown in for a wonderful lunch at a prestigious location in the City of London. While having lunch the jury members did "speed dating" with the finalists, asking further questions about

their careers in the hospitality industry and judging them on their answers. As all the other students and the jury were from UK based universities and companies, the event was a great place to network. Unfortunately, Norman was not able to win one of the two winning prizes and the rest of the 7 finalists were not ranked. Norman still valued the experience stating: "It was a great day in London! The finals were a great place to network with students and industry leaders from the UK, while having a great lunch at a perfect location in London! I highly recommend this for other students." ■



Gabriele Klein
Students' office
Campus Bad Honnef

Gabriele Klein has been working at the students' office since February 2013. Before starting at IUBH she worked for several companies in the plastic industry as assistant to managing directors. She is the face of the students' office and of great support to students and colleagues alike. She keeps smiling even in the biggest rush and she impresses everyone with her positive and friendly manner and competence. She spends her free time with her husband, friends and family. She is sportive and enjoys jogging, walking and riding her bicycle and her motorbike.

Why are you working at IUBH?

After so many years as assistant I was looking for a new challenge and working with young people is the best thing to do.

When was the last time you've learned something- and what was it?

There is not a single day without learning.

What makes you laugh?

I'm a positive person and there are many reasons to laugh. A smile makes everything easier and it comes back like a boomerang.

What did you want to become as a child when you grow up?

I wanted to be a teacher.

What do you always keep in your fridge?

Milk, joghurt, cheese and a bottle of good white wine.

Are you an owl or a lark?

I 'm a lark.

What makes you proud?

Many things I took on I have managed well but I was also able to deal with defeat from time to time – that makes me proud.

The greatest invention of all times?

Our winter garden at home, because I like sitting, relaxing and reading there in any weather.

Your motto?

A day without a smile is a lost day.

If you could make a wish...

Health is the most important asset, so hopefully I will stay healthy for many years.



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CAREER KICK-OFF

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Campus Bad Honnef

OPEN CAMPUS DAY

JUNE 13

Campus Bad Reichenhall

INFO DAY

JUNE 13

Study Location Berlin

BUSINESS +/- ETHICS

JUNE 18

KSI Bad Honnef

IUBH SUMMER GAMES

JUNE 26-28

Campus Bad Honnef

OPEN CAMPUS DAY

JULY 3

Campus Bad Reichenhall

INFO DAY

JULY 11

Study Location Berlin

INFO DAY

AUGUST 01

Study Location Berlin

OPEN CAMPUS DAY

SEPTEMBER 19

Campus Bad Honnef

HONNEF BUSINESS TALK

SEPTEMBER 24

SIXT, Campus Bad Honnef

GRADUATION

OCTOBER 31

Beethovenhalle, Bonn

CAREER DAYS

NOVEMBER 11 & 12

Campus Bad Honnef

OPEN CAMPUS DAY

NOVEMBER 21

Campus Bad Honnef

More information:
www.iubh.de/dates



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- IUBH Summer Games
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- and more ...

EDITORIAL

Publisher

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